



Contact:

Stephanie Shambo
Olson Engage
sshambo@olson.com
312-854-8391

Rebecca Boykin
Rand McNally
rboykin@randmcnally.com
847-329-6171

Rand McNally Introduces a Revolutionary Connected Car Device with the Power to Modernize Any Vehicle

Company Unveils OverDryve™ After Decades of Building Technology Portfolio

CHICAGO – Feb. 11, 2016 – Today at the Chicago Auto Show, Rand McNally – the country’s most trusted source for maps, navigation and travel content – reveals OverDryve™, a revolutionary connected-car device that brings advanced luxury-car features to mainstream automobiles. OverDryve™ is an elegant dashboard tablet that provides a combination of entertainment, information, navigation, and safety features. It makes an ordinary drive more engaging, enjoyable and safe – all for less than \$400.

“The vast majority of the 250 million U.S. cars and light trucks on the road today don’t have sophisticated electronics – features such as voice recognition and control, hands-free texting and forward collision detection, just to name a few,” said Stephen Fletcher, CEO of Rand McNally. “OverDryve™ upgrades ordinary vehicles by providing an advanced connected-car experience for a fraction of the cost of a high-end luxury car.”

Designed with drivers in mind, OverDryve™ provides simple and intuitive access to:

- A voice-controlled smart assistant
- Hands-free calling and texting
- Music from drivers’ favorite sources
- Audible news, weather, traffic and sports
- Forward collision warnings
- A dash camera and available high-resolution wireless backup camera
- Customizable gauge clusters and vehicle information
- Available tire pressure monitoring

- Award-winning trip planning and navigation
- An FM radio
- Wired and wireless connectivity to in-dash radios
- And available roadside assistance and accident notification

Everything about OverDryve™ was designed with the driver in mind. It features an elegant user display that provides access to key items at a glance. It comes with a clever, easy to install magnetic mount, making attaching and removing the device a snap. Keeping safety at the forefront, some OverDryve™ features are disabled while the device is on the mount and in driver mode. Off the mount – for passengers in the car or after the drive – OverDryve™ is a fully loaded entertainment tablet that can be used to watch movies, access social media, and check email.

Celebrating its 160th anniversary this year, Rand McNally has undergone a quiet transformation into a technology company in recent years. A major player in the commercial transportation markets – for 80 years – the company has leveraged its fast-growing telematics and fleet management expertise along with its award-winning commercial navigation to create a highly advanced, connected-car device that is affordable and can be used in any car or truck.

“Rand McNally has been helping people discover, map and navigate for 160 years. While we are most widely known for our best-selling Road Atlases, during the past several years we have transformed into an innovative technology company for the consumer and commercial transportation markets – businesses that now comprise 70 percent of the company’s revenue,” added Fletcher. “OverDryve™ is the latest technology product to come from this ongoing effort.”

OverDryve™ is due in stores later this spring and is expected to retail at \$399. Rand McNally is displaying the product at the Chicago Auto Show, Feb. 13-21, 2016, in the South Hall of McCormick Place.

For more information, please visit www.myoverdryve.com.

###

About Rand McNally – Rand McNally is the country’s most trusted source for maps, navigation, and travel content. Products and services include: America’s #1 Road Atlas; IntelliRoute® truck routing software; TND™ truck GPS; HD 100 E-Log devices; TPC 7600 and TND™ 760 mobile fleet management solutions; RVND™ GPS for RVers; and leading geography-based educational resources. Learn more at randmcnally.com

© 2016 RM Acquisition, LLC d/b/a Rand McNally. All rights reserved.

Rand McNally, the globe design mark, IntelliRoute, and Best of the Road are registered trademarks, and OverDryve, TND and RVND are trademarks of RM Acquisition, LLC d/b/a Rand McNally. U.S. Patent Nos. 7,580,791 and 8,214,141.

Prices are U.S dollar.

User is responsible for all third party data charges associated with Wi-Fi transmission.